



**GAGASI FM**

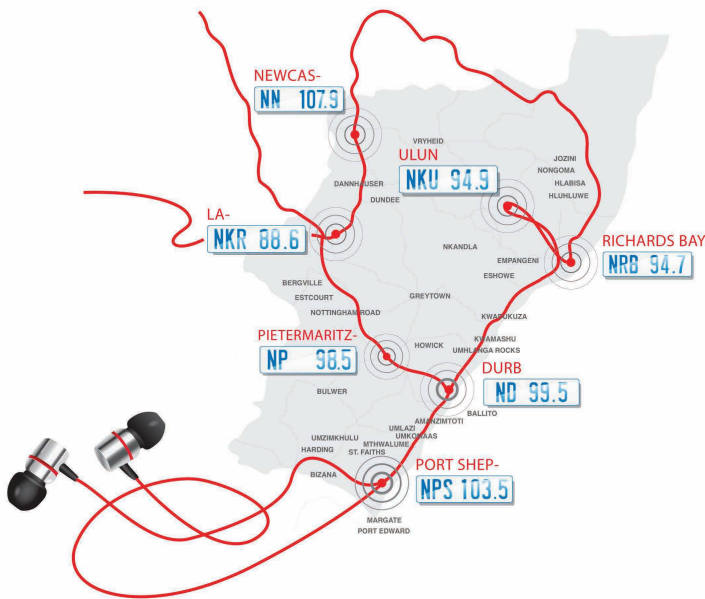
**RATE CARD 2020 / 2021**



Young, black, urban audiences constitute the majority of GagasiFM's listeners. The Gagasi FM listener exemplifies the contemporary, globally connected South African. Our listeners are aspirational, forward minded, success seekers.

## **ALL OVER KZN**

GagasiFM is the largest regional commercial radio station in South Africa. Our broadcast coverage stretches from Port Edward in the South to Jozini in the North.



NEWCASTLE	107.9FM
LADYSMITH	88.6FM
MOOI RIVER	89.1FM
PMB	98.5FM
RICHARDS BAY	94.7FM
ULUNDI	94.7FM
DURBAN	99.5FM
PORT SHEPSTONE	103.5FM



**GagasiFM offers bespoke multiplatform solutions.**

## **OUR OFFERING**

- |                      |                       |
|----------------------|-----------------------|
| LIVE READS           | DJ APPEARANCES        |
| PROMOS               | OUTSIDE BROADCASTS    |
| PRODUCTION           | INTERVIEWS            |
| WEBSITE & MOBILE APP | COMPETITION PACKAGES  |
| POWER SPOTS          | SOCIAL MEDIA PACKAGES |

*GagasiFM is known for, and encourages our clients to create customised packages that are best for your brand.*

*For more info on rates and packages contact us on [sales@gagasi995.co.za](mailto:sales@gagasi995.co.za)*



[www.gagasiworld.co.za](http://www.gagasiworld.co.za)

THROUGH MEANINGFUL AND IMPACTFUL ENGAGEMENT ACROSS MULTIPLE PLATFORMS, WE ARE CONSTANTLY CONNECTING WITH AN UPWARDLY MOBILE, URBAN AND ASPIRATIONAL AUDIENCE



## 30 SECOND ADVERTISING RATE

MONDAY - FRIDAY	RATE	SATURDAY	RATE	SUNDAY	RATE
00:00 - 04:00	R570	00:00 - 06:00	R540	00:00 - 06:00	R570
04:00 - 06:00	R1 695	06:00 - 09:00	R2 250	06:00 - 09:00	R1 590
06:00 - 09:00	R8 775	09:00 - 12:00	R2 595	09:00 - 12:00	R1 620
09:00 - 12:00	R4 170	12:00 - 15:00	R1 650	12:00 - 15:00	R1 005
12:00 - 15:00	R4 470	15:00 - 19:00	R1 830	15:00 - 19:00	R1 065
15:00 - 19:00	R6 165	19:00 - 24:00	R900	19:00 - 24:00	R690
19:00 - 22:00	R1 950				
22:00 - 24:00	R810				

DURATION	5"	10"	15"	20"	25"	30"	35"	40"	45"	50"	55"	60"
MULTIPLY	0.5	0.6	0.7	0.8	0.9	1.0	1.17	1.33	1.5	1.67	1.83	2.0

## LOADING RATE

PREFERRED SPOT	40%
LIVE READ	60%
FEATURED LOADING	30%

## MATERIAL REQUIREMENTS

- Material deadline is strictly 3 working days prior to broadcast.
- Gagasi FM accepts material on CD or via e-mail.

### Acceptable format for advertising material:

a) CD or Encoder MPEG Layer 2  
Format: 256kb/s  
Sample Rate: 44.1kHz

b) CD or Encoder WAV Stereo  
Format: 44.1kHz No Padding  
No ID3 TAGS

## TERMS AND CONDITIONS

- Added Value is subject to availability at time of booking and broadcast.
- All sponsorship rates are by negotiation and are subject to change.
- Preferred spots, requested by advertising break or hour, carry a 40% surcharge, and will be adjusted with revised rate cards.
- Live reads carry a 60% surcharge. This is negotiable depending on duration of campaign
- All rates quoted are in respect of 30 second commercials.
- The rates for other durations are calculated as per the table on the rate card, and rounded up to the nearest rand.

## FEATURE SPONSORSHIP TERMS

- Consists of an OBB, CBB and 30" generic spot.
- Subject to availability at time of booking and broadcast.

## CANCELLATION OF AIRTIME BOOKED

Cancellation must be submitted in writing to Gagasi FM no later than 28 days prior to broadcast. Failure to do so will result in a 100% cancellation penalty.

## ANNUAL COMMITMENT INCENTIVES

- All annual volume incentives require the recipient's written approval.
- Should the client/agency not respond in writing within 10 working days of receipt of the incentive letter, it would be deemed accepted and implemented as proposed.

## GENERAL

- Rates quoted exclude VAT.
- Rate card effective from 01 January 2021